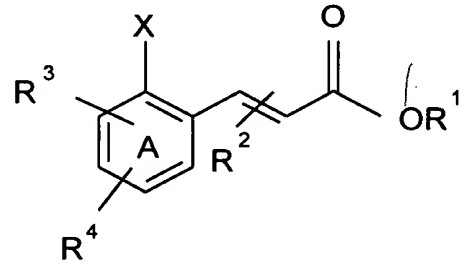
What Is Claimed Is:

1. A compound of Formula I



wherein

A is selected from benzene and naphthalene rings;

R^1 is a saturated, unsaturated, straight, branched, alicyclic or an aromatic C_{10}-C_{30} hydrocarbon residue which can contain heteroatoms and can be substituted by an ionic substituent;

R^2 in 2- or 3-position is a hydrogen, a straight or branched C_1-C_6 residue, an optionally substituted aromatic or an optionally substituted heterocyclic residue;

R^3 and R^4 are a hydrogen, a straight or branched C_1-C_6 alkyl, a C_1-C_6 alkoxy residue, a substituted or condensed heterocyclic residue, -OH, $-NO_2$, $-NH_2$, $-N(C_1-C_6\ alkyl)_2$, $-N(hydroxyalkyl)_2$, $-NHCO_2CH_3$ or -NH(heterocycle),

wherein R^2, R^3 and R^4 are the same or different;

X is an -OH or NHR^6, wherein R^6 is a hydrogen, a saturated or unsaturated, straight or branched C_1-C_{20} hydrocarbon, or

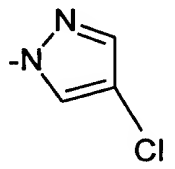
an optionally substituted aromatic or heterocyclic residue;

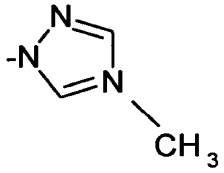
and the acrylic double bond is of the E configuration.

2. A compound according to claim 1 wherein R^1 is a saturated, unsaturated, straight or branched C_{10}-C_{30} hydrocarbon residue comprising one or more O atoms, N atoms, C(O) groups, alkoxy groups and mixtures thereof.

3. A compound according to claim 1 wherein R^1 is a saturated, unsaturated, straight or branched C_{10}-C_{30} hydrocarbon residue substituted by an ionic substituent of Formula $NR^5{}_3^+$, wherein R^5 is a residue of a fatty acid or an alkyl group with 1 to 30 carbon atoms.

4. A compound according to claim 1 wherein R^2 is a heterocyclic residue of Formula





5. A compound according to claim 1 wherein at least one of R^3 and R^4 is a five membered heterocyclic residue comprising N atoms and/or O atoms.

6. A compound according to claim 1 wherein at least one of R^3 and/or R^4 is a hydrogen, $-N(C_1-C_6\ alkyl)_2$, $-NH_2$, or a five membered heterocyclic residue, substituted by C_1-C_6 aliphatic and/or aromatic substituents.

7. A compound according to claim 1 wherein R^2 is hydrogen or methyl.

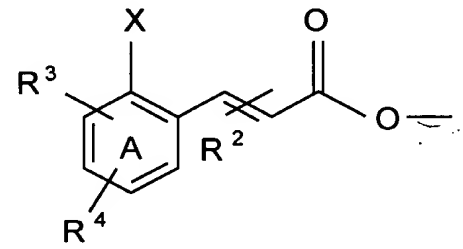
8. A compound according to claim 1 wherein R^1 is a residue of an olfactory alcohol of Formula R^1OH.

9. A compound according to claim 1 wherein R^1 is a residue of the enol form of an olfactory aldehyde of Formula R^1HO.

10. A compound according to claim 1 wherein R^1 is a residue of the enol form of an olfactory ketone of Formula R^1O.

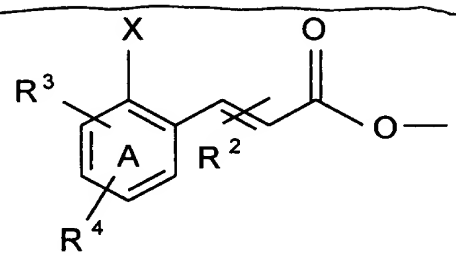
11. A compound according to claim 1 wherein R^1 is a substituted alkyl, an alkenyl or an arylalkyl residue carrying a 1-alkoxy, 1-aryloxy or 1-arylalkoxy residue.

12. A compound according to claim 1 wherein a residue of Formula Ia:



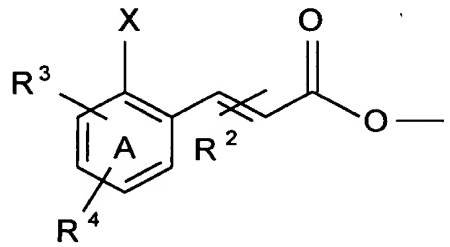
is a precursor for a fragrant coumarin.

13. A compound according to claim 1 wherein a residue of Formula Ia



is a precursor for a fluorescent whitening coumarin.

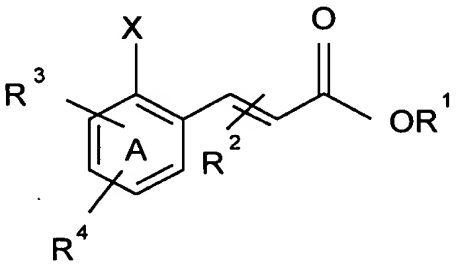
14. A compound according to claim 12 wherein R^1 is a residue of an olfactory alcohol, an aldehyde or ketone and the residue of Formula Ia



is a precursor for a fragrant coumarin.

15. A method for preparing compositions which provide upon activation organoleptic, antimicrobial or fluorescent whitening properties comprising incorporating into one of these compositions a compound of Formula I:

(I)



wherein

A is selected from benzene and naphthalene rings;

R^1 is a saturated, unsaturated, straight, branched, alicyclic or an aromatic C_{10}-C_{30} hydrocarbon residue which can contain heteroatoms and can be substituted by an ionic substituent;

R^2 in the 2- or 3-position is a hydrogen, a straight or branched C_1-C_6 residue, an optionally substituted aromatic or an optionally substituted heterocyclic residue;

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wherein R^2, R^3 and R^4 are the same or different;

X is an -OH or NHR^6, wherein R^6 is a hydrogen, a saturated or unsaturated, straight or branched C_1-C_{20} hydrocarbon, or an optionally substituted aromatic or heterocyclic residue; and

the acrylic double bond is of the E configuration.

16. A method according to claim 15 wherein the precursors are incorporated into laundry products.

17. A method according to claim 15 wherein the precursors are incorporated into tobacco products.

18. A method according to claim 15 wherein the precursors are incorporated into cosmetics and toiletries.